

Message Text

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R 011841Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY GABORONE

AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMCONSUL JOHANNESBURG

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E.O. 11652: N/A

TAGS: BEXP, LT

SUBJ: BLS TRADE PROMOTION EVENT--PROPOSED LESOTHO

CATALOG SHOW

REF: STATE A-9166 (SEPTEMBER 9, 1972)

1. COMMERCE CONSIDERING STAGING CATALOG SHOW, MASERU, LESOTHO, MARCH, 1974 ON THEME: HOTEL, RESTAURANT, CATERING EQUIPMENT.

2. THEME SELECTION BASED ON GROWING TOURIST AND HOTEL INDUSTRY LESOTHO AND FINDINGS APRIL, 1973, REPORT, "A SURVEY OF THE TOURIST MARKETS FOR LESOTHO", AS WELL AS ON U.S. POLICY ACTIVELY TO ENCOURAGE U.S. TRADE AND INVESTMENT IN BLS COUNTRIES.

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3. POST REFERRED REPAIR RE DESCRIPTION MECHANICS AND WORKLOAD
IMPOSED CATALOG SHOW AND POST/COMMERCE COMMITMENTS, RESPON-
SIBILITIES. REGARDING INDUSTRY EXPERT, COMMERCE WILL
DILIGENTLY SEEK HIGHLY QUALIFIED REPRESENTATIVE IN VIEW
INITIAL U.S. PROMOTIONAL EFFORT BLS COUNTRIES.

ON BASIS POST RESPONSE FOLLOWING QUESTIONS, COMMERCE WILL
POLL REPRESENTATIVE U.S. FIRMS AND PREPARE NECESSARY
SUPPORT MATERIALS FOR PROCUREMENT EFFORT.

ACTION GABORONE, MBABANE, MASERU: (A) TO WHAT EXTENT DO
MARKETS EXIST FOR EXHIBITS EQUIPMENT? WHAT MEDIA WOULD
BE APPROPRIATE TO PUBLICIZE THE SHOW AND REACH IDENTIFIED
REGIONAL END USERS.

B) HAS EMBASSY/USIS SUITABLE FACILITIES AVAILABLE STAGE
CATALOG EXHIBIT? ALTERNATIVELY, WOULD HOLIDAY INN BE
MORE APPROPRIATE? WHAT WOULD COST OF SPACE RENTAL AT HI
TOTAL? IN RETURN FOR HOSTING U.S. EXHIBIT, WOULD HI BE
WILLING PROVIDE GRATIS ADVERTISING FOR EXHIBIT?

C) LOCAL CO-SPONSORSHIP FREQUENTLY ENHANCES DRAW AND
ACCEPTANCE OF CATALOG SHOWS. WOULD POST EXPLORE LNDC'S
OR OTHER APPROPRIATE ORGANIZATION WILLINGNESS LED ITS
NAME TO SUPPORT OF THE U.S. EXHIBIT?

ACTION JOHANNESBURG, PRETORIA: A) SINCE STAFF IN MASERU
LIMITED, SHOW WOULD REQUIRE STRONG BACKSTOPPING FROM
REGIONAL OFFICERS IN SETTING UP AND PROMOTING SHOW.
COMMERCE APPRECIATIVE TELEGRAPHIC REPLY IN TIME INITIATE
FURTHER WASHINGTON RECRUITMENT EFFORT. ROGERS

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